

South Carolina Statewide Lodging Outlook Report
February 2016

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: February 2016	February 2016	% Chg	February 2016	% Chg	February 2016	% Chg	% Chg	% Chg	% Chg
United States	61.7%	-0.8%	\$120.80	3.6%	\$74.50	2.8%	4.4%	1.6%	0.8%
South Atlantic**	66.1%	-1.0%	\$126.06	2.6%	\$83.36	1.5%	3.0%	1.4%	0.3%
South Carolina	58.2%	4.3%	\$89.64	5.4%	\$52.18	9.9%	11.4%	1.3%	5.7%
Year-to-Date: January through February 2016	Jan-Feb 2016	% Chg	Jan-Feb 2016	% Chg	Jan-Feb 2016	% Chg	% Chg	% Chg	% Chg
United States	57.6%	-0.6%	\$118.75	3.2	\$68.45	2.6%	4.2%	1.6%	1.0%
South Atlantic**	61.7%	-0.4%	\$122.16	3.0	\$75.43	2.6%	4.0%	1.4%	1.0%
South Carolina	53.1%	5.8%	\$86.37	5.2	\$45.85	11.3%	12.7%	1.3%	7.1%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		March 2016	April 2016	May 2016
STR, Inc. <i>From January 2016 Forecast Report</i>	Occupancy Forecast	66.2%	70.0%	65.9%
	% Chg vs same month in 2015	2.1%	1.1%	0.6%
TravelClick <i>From Bookings as of 03/27/16</i>	Occupancy from Current Bookings	61.6%	28.4%	13.6%
	% Chg vs same month in 2015	2.7%	0.1%	-3.3%

Source: STR, Inc. and TravelClick